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ABSTRACT

The annotated bibliography lists some of the commercially produced kindergarten to adult career education materials available from manufacturers. The materials are listed according to level and type of media. Kindergarten through elementary school materials are organized as follows: multimedia, filmstrips, cassettes or records, 16mm films and 8mm film loops, and printed materials. Junior high through adult materials are grouped according to: multimedia, filmstrips, cassettes or records, 16 mm films, 8mm film loops and 35 mm slides, and printed materials. All materials are current as of March 1975, and efforts have been made to delete materials which would appear dated to the user. Annotations give the name of the manufacturer, specific title of the material, educational purpose, and a brief description of hardware and/or software included or available. Entries in the publication are coded according to material and grade levels for easy identification. Appended is a list of codes used for manufacturers. (BP)

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ANNOTATED BIBLIOGRAPHY OF COMMERCIALLY PRODUCED AUDIO, PRINTED, AND VISUAL CAREER EDUCATION MATERIALS

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ABSTRACT

This annotated bibliography lists some of the commercially produced career education materials available from manufacturers on levels from kindergarten to adult. Materials are listed in "fast review" format according to level and type of media. All materials are current to March 1975 and efforts have been made to delete materials which would appear "dated" to the user. Annotations give the name of manufacturer, specific title of the material, educational objective or purpose, and a brief description of hardware and/or software included or available.

INTRODUCTION

This document is intended as an up-to-date bibliography of commercially produced career education materials. It was prepared for educators in local education agencies who are involved in the planning and implementation of career education. The need for an up-to-date bibliography is due to: (1) the rapid pace at which materials become "dated", (2) the need of teachers and resource personnel to have quick and easy access to information on a variety of career education materials, (3) the rapid turnover in the number of manufacturers offering career education materials in the last two years and, (4) the need for resource information in a format that will allow rapid review of a great amount of materials in a short time.

The following information represents a sampling of manufacturers and their products and should not be construed as representing the entire spectrum of manufacturers and career education materials. The listing of a product in this bibliography should not be taken as endorsement or approval of any product or manufacturer.

It is suggested that should one wish to purchase materials listed in this bibliography, one should write to the manufacturer for more complete literature and current price listings. Materials have been listed by complete sets for the sake of convenience. If parts of complete sets are desired, it is suggested that the manufacturer be contacted.

DIRECTIONS FOR USING THIS BIBLIOGRAPHY

Entries in this publication are coded so that the user can identify materials appropriate to particular grade levels without reading each entry. The abbreviations used in the coding scheme are as follows:

Material Codes		Grade Level Codes	
A	Career Awareness	K	Kindergarten
O	Career Orientation	Ad	Adult
E	Career Exploration		
OE	Dealing primarily with career orientation but having elements related to career exploration.		
EO	Dealing primarily with career exploration but having elements related to career orientation.		

In the example below, please note the letter A on the far left. This indicates that the material has been judged as relating to "career awareness." The numbers to the right of the A indicate the recommended grade levels in which the materials are to be used.

Next to the grade level is the manufacturers code. By checking the manufacturers code table on page 30, we find that /SRA/ is the code for Science Research Associates, Chicago, Illinois.

To the right of the manufacturers code is an annotation listing the title of the specific material, the educational objective of the material, and a very brief description of the hardware and software that are included or are available.

A 1-3 /SRA/ Our Working World. Designed to help students understand their world. Activities cover concepts in career development, sociology, economics, geography, and political science. Texts, record set, filmstrip-record set, teacher's resource unit, and activity books.

KINDERGARTEN THROUGH ELEMENTARY GRADES

MULTIMEDIA

A K-2 /SRA/ Focus on Self-Development - Stage One
20 units on self-concept, awareness of environment, socialization, sharing, and problem solving. Filmstrips, records, photoboards, pupil activity book, and teachers guide.

A 2-4 /SRA/ Focus on Self-Development - Stage Two
Similar to above. Topics also include peer group activity and acceptance.

A K-2 /AGS/ Developing Understanding of Self and Others (DUSO), Level I. Program designed to stimulate social and emotional development. Program based on premise that the classroom teacher can help students confront normal developmental problems. The 8 units of DUSO revolve around understanding of self, others, and the nature of goals and purposeful behavior. Materials for DUSO include 2 story books, 21 records or 5 cassettes, 33 color posters with display easel, 2 character puppets, 33 role playing cards, group discussion cards, puppet play props, and 6 hand puppets.

A K-2 /EAC/ The Valuing Approach to Career Education: K-2 Series. This program is designed to stress the mastery of career education concepts and critical thinking skills through valuing. The program includes 6 sound filmstrips and cassettes in vinyl album, 6 Hannibal Hippo story books, 5 other story books, playing board with paper money and concept cards, 400 manipulative pieces, 10 wall posters, 36 spirit masters, glove puppet, file box and student folders, facilitiators guide and 35 pre and post tests.

A K-2 /McK/ Career Development for Children Project (CDCP). Multi-leveled career development program which builds concepts and attitudes about the world of work and about self.

Level 1 - Discovering Self in Work and Play. This is designed to develop an awareness of the ways in which people can be described. Includes teacher's guide, flipbook containing 2 exercises, 10 study prints, 3 filmstrips and cassettes,

A (continued)	K-2	/McK/	and 1 audio cassette. (2 sets, one for photo-copying, the other for liquid-type duplicating machines). Also included are 40 "feeling" wheels, two sets of career folders, a red scarf, a deck of 36 small cards, 2 back-to-back posters, 160 square color plastic chips, and manual. Metal carrying case also included. Level 2 - Exploring Interests in Work and Play. The purpose at this level is to develop children's awareness that work activities provide a means by which personal interests are expressed. Includes guide, 18 discussion stories/posters, 4 filmstrips and cassettes, set of ditto masters and 1 card game. Level 3 - Using Knowledge in the World of Work. This hopes to combine knowledge about self with the knowledge of the world of work. Includes 4 sets of consumable student response books each with 30 response books.
A	1-3	/SRA/	Our Working World. Designed to help students understand their world. Activities cover concepts in career development, sociology, history, economics, geography and political science. Text-book, record set, filmstrip-record set, teacher's resource unit, and activity books.
A	2-4	/AGS/	Developing Understanding of Self and Others, Level 2 (DUSO), Similar to DUSO Level 1 in premise and design. Materials include manual, social development activity cards, discussion pictures, posters with display easel, 17 records or 5 cassettes, 33 role playing cards, 33 career awareness activity cards, and 6 color discussion guide cards.
A	3-5	/EAC/	The Valuing Approach to Career Education: 3-5 Series. This program is designed to teach vital career education concepts and specific thinking skills. Multi-media approach incorporates a wide range of instructional aides including sound color filmstrips, games, audio cassettes, story books, and special printed materials.
A	3-6	/AGS/	Toward Affective Development (TAD). An activity centered program designed to stimulate psychological and affective development. Based on premise that there is an interactive relationship between social, cognitive and affective processes. Program consists of 5 units dealing with such subjects as group participation skills and awareness through sensory experience. In all, there are 191 lessons, some with optional activities. Included in kit are

A	3-6	/AGS/	44 10" x 14" illustrations, 93 19" x 15" discussion pictures, one cassette, 16 student activity sheets, (2 sets, one for photocopying and one for liquid duplication), 40 "feeling" wheels, 2 sets of folders, object cards, posters, and color chips.
	(continued)		
A	4-6	/MMI/	Media Material Inc. offers 15 "Learning Packages" in the area of career awareness. Each learning package includes a cassette lesson tape, 35 student response booklets, post test question forms, teacher's guide and library reference cards. Some examples of learning packages are: planning a career, careers opportunities in business, careers in science, future in appliance repair, etc.
O	6-8	/McK/	Career Education Mini Courses: Introduction to Careers Programs. Each program examines a specific occupational area and suggests activities that are indicative of the operations in that occupation. The occupational areas covered include health careers, business and office careers, hospitality/ recreation careers, communications careers, manufacturing careers, and construction careers. Multimedia approach.
O	6-9	/SRA/	Widening Occupational Roles Kit (WORK) 5 color filmstrips to introduce students to world of work. 5 illustrated booklets and 400 job descriptions in story format, all color coded to three basic job families.

KINDERGARTEN THROUGH ELEMENTARY GRADES

FILMSTRIPS

A	K-3	/Den-Gep/	Wonderful World of Work - K-3 Series. 12 sound filmstrips dealing with a series of 8 different types of work all of which are familiar to primary age children. Basic skills are emphasized. Sound on LP records. Teacher's guide included.
A	K-3	/SVE/	Targo Explores the World of Work. 6 sound filmstrips dealing with job exploration. Themes covered include how jobs are related, how jobs cluster, dependency on jobs, and how jobs affect the community. Sound on records or cassettes. Includes 6 teacher guides.
A	K-3	/SVE/	World of Work: Adventures of the Lollipop Dragon. 6 sound filmstrips dealing with career concepts such as division of labor, inter-dependence and technology. Sound on records or cassettes. Includes 6 teacher guides.
A	K-3	/GA/	Understanding Changes in the Family. 4 sound filmstrips (color) and 1 b/w filmstrip designed to help children discuss, understand, and deal more effectively with the family environment. Some topics covered include family roles, varieties in family structure, sibling conflict, and divorce. Sound on records or cassettes. Includes discussion guide.
A	K-3	/SVE/	Developing Proper Attitudes Series. The Adventures of the Lollipop Dragon, Working Together, Avoiding Litter, Care of Property, Taking Turns, Kindness to Animals. Set of 6 filmstrips, six filmstrips, six guides, 1 coloring book and three cassettes or records.
A	K-3	/SVE/	Getting to Know Me Series. People are Like Rainbows, A Boat named George, Listen Jimmy, Strike Three You're In. Set of 4 filmstrips, and 4 records or cassettes.
A	K-3	/SVE/	Community Workers and Helpers. 2 sets of sound filmstrips. Portrays people in true-life situations working in a typical community. Group I includes strips on school workers, library workers, super-market workers, doctor's office workers, etc. Set II has strips on department store workers, hospital workers, fire department workers, and television workers. Sound on records or cassettes.

A	K-3	/Coronet/	Workers. Eight sound filmstrips dealing with workers who fix things, move things, make things, sell things, provide food, provide services and work in professions. Sound on cassettes or records.
A	K-3	/SVE/	Food, Clothing and Shelter. Consists of three sets of four captioned filmstrips. "How We Get Our Foods (4 captioned filmstrips)", "How We Get Our Clothing (4 captioned filmstrips)", "How We Get Our Homes (4 captioned filmstrips)".
A	K-3	/SVE/	Career Awareness: A Primary Introduction To Career Education. 5 sound filmstrips emphasize an understanding of self, skill-awareness and decision-making. With records or tapes.
A	K-4	/GA/	Career Awareness Fieldtrips. Series of 6 sound filmstrips that simulate fieldtrips to different areas to examine the people who work in these professions. Some examples are, "Off We Go To The Aquarium....Auto Proving Ground....Orange Grove....Poster Printer....Bike Factory....House Built In A Hurry." Sound on records or cassettes.
A	K-6	/EDC/	People At Work - Set I. Set of 4 sound filmstrips surveying 4 groups of related jobs showing variety of work performed in each career field. Fields include community services, food and clothing, and construction. Sound on records or cassettes.
A	K-6	/EDC/	People At Work - Set II. Same as above except fields are transportation, communications, office work, and sports and entertainment.
A	K-6	/SVE/	Working in U.S. Communities. 2 sets of sound filmstrips illustrating the leading forms of economic activity, stressing people and their needs while showing how workers satisfy these needs. Set I examines historic, ranching, coastal and service communities. Set II deals with marketing, financial, manufacturing and transportation communities. 4 strips each set, records or cassettes.
A	K-6	/SVE/	The Homes We Live In. 6 sound filmstrips that use a multi-disciplinary approach in understanding the homes we live in. Special emphasis on occupations involved in home-related industries. Sound on records or cassettes.

A	K-6	/EDC/	Where Does It Come From. Groups 1 and 2. Sets of 4 sound filmstrips dealing with how we transform raw materials into everyday products. Set 1 covers milk, lumber, paper and bread. Set 2 covers textiles, meat, iron and seafood. Sound on records or cassettes.
A	K-6	/SVE/	The Foods We Eat. 6 sound filmstrips explaining where different foods come from, the economics of production. Provides an overview of the many types of workers involved in providing our food. Records or cassettes.
A	K-6	/SVE/	Learning About Manners. 6 sound filmstrips with records or cassettes showing importance of respect, kindness and proper behavior.
A	K-6	/SVE/	Children Of The Inner City. 6 sound filmstrips dealing with the uniqueness of six different racial or ethnic groups. Sound on records or cassettes.
A	K-6	/SVE/	Robert and His Family. 4 sound filmstrips promote better understanding among racial and ethnic groups. Records or cassettes.
A	1-4	/Troll/	Working With Animals. Sound filmstrip series dealing with occupations relating to the care and training of animals. Occupations covered include canine control officer, pet shop worker, veterinarian and aides, park naturalist, and obedience trainer. 6 filmstrips with sound on cassettes.
A	1-4	/Troll/	Where People Work. Sound filmstrip series which attempts to explain the kinds of places in which people work. Examined are factories, offices, banks and stores. 4 filmstrips with sound on cassettes.
A	1-5	/GA/	First Things: Values. This sound filmstrip series presents two or more ethical conflicts or dilemmas which test basic concepts of truth, promises, fairness, rules, and property rights. Each of the 5 units in this series consists of 2 filmstrips with sound on records or cassettes. The units are entitled, "The Trouble with Truth?, "That's No Fair", "You Promised", "But Isn't It Yours?..." and "What Do You Do About The Rules?"

A	1-5	/GA/	First Things: Social Studies/Guidance. This sound filmstrip series uses stories, dramatic situations, narratives, music, and color photography to help children define and apply basic concepts of the individual, groups, interaction, conflict, and cooperation. Each of the 7 units in the series consists of several short filmstrips with sound on records or cassettes. Titles include "Guess Who's In A Group", "What Do You Expect of Others", "What Happens Between People", "Who Do You Think You Are", "You Got Me Mad: Are You Glad", "Me, Myself and Drugs", "Let's Learn To Study".
A	1-5	/GA/	Social Reasoning Series. This sound filmstrip series is based on research findings indicating that social reasoning is based on the ability to understand other peoples' perspectives. Each of the 4 units in this series consists of 2 filmstrips with sound on records or cassettes. Units are entitled: "How Do You Know What Others Will Do?","How Do You Know What's Fair?", "How Would You Feel?", "How Would You Feel?", "How Can You Work Things Out?"
A	1-6	/CFI/	Education: Who Needs It? Two sets of filmstrips that attempt to cover different curriculum areas while pointing out their importance by showing workers who use those subjects in their everyday life.
A	2-4	/EBE/	Career Kits for Kids. Sound filmstrip program creates awareness of 6 different occupations by the use of an animated characters. Some of these are "Freddy The Fireman", "Larry The Letter Carrier" and "Barney the Baker." Each career kit includes one filmstrip on an occupation, one replica of the appropriate worker's hat, a poster printed on plastic, 3 duplicating masters, and a teacher's guide. Sound on records or cassettes.
A	2-5	/Troll/	Practicing Good Citizenship. Silent filmstrip set designed to develop habits and attitudes that will help students get along with others. Some titles include "When To Be A Leader, or When To Be A Follower", "Be A Danger Fighter", "A Newcomer Comes To Town". 6 filmstrips in set.

A	3-6	/SVE/	Air Travel Today. 4 sound filmstrips examining the process of air travel and the types of employees who assist travelers and keep the big airports running. Sound on records or cassettes.
O	4-12	/SVE/	America's Urban Crisis. 6 sound filmstrips designed to alert young people to the pressing environmental problems of urban areas. Sound on records or cassettes.
AO	3-9	/EDC/	So Many Jobs To Think About. Set of 4 sound filmstrips, each a documentary profile of a specific job, seen through the daily experience of an individual job-holder. Occupations examined are, veterinarian, plant nursery salesperson, auto mechanic, construction foreman. Sound on records or cassettes.
AO	3-9	/EDC/	So Many Jobs To Think About - Set 2. Like above but occupations covered are park ranger, teacher, furniture designer.
A	4-6	/Den-Gep/	Wonderful World of Work: 4-6 Series. 12 sound filmstrips similar to K-3 series of the same title, but the program attempts to make connections between education and work. Sound on LP records. Teacher's guide included.
A	4-6	/Scott/	Scott Education Career Awareness Program. A color sound filmstrip program designed to expose students to a number of career possibilities. The program explores concept of money, life styles, family, leisure, etc. Program consists of 8 interrelated, independent units. 57 sound filmstrips in all. Sound on records or cassettes.
A	4-6	/SVE/	Learning To Live With Others Series. Groups 1 and 2. Each group consists of 4 filmstrips with records or tapes focusing on basic human values, helping children think for themselves, and feeling and growing.
A	4-6	/Troll/	Dollars and Sense. Sound filmstrip series designed to help children gain a better understanding of concepts relating to money and simple economic principles and procedures. 6 filmstrips with sound of cassettes.

A	4-6	/SVE/	Developing Basic Values Series. "Respect for Property", "Consideration for Others", "Acceptance of Differences", "Recognition of Responsibilities". Set of 4 filmstrips and either 2 records or cassettes.
A	4-8	/Path/	Pathescope Educational Films, Inc. offers more than 30 sound filmstrip units on a variety of occupational areas for use in building career awareness at levels 4-8. Each unit contains 1 filmstrip, one record or cassette, and a teacher's manual with 10 spirit masters. Some examples of units offered are: nursing, covering the news, providing public utililies, etc.
O	5-9	/GA/	Career Discoveries. Set of 6 sound filmstrips. Series designed to show why people enjoy specific types of work. Each set represents a job cluster, grouped by the basic motivational interests of the interviewees. Each set consists of 4 sound filmstrips. The first is an overview of the interest cluster and the last three are on-the-job interviews. Sound on records or cassettes. Examples of sets are "People Who Make Things.....Influence Others.....Work in Science.....Help Others.... Create Art.....Organize Facts."

EARLY CHILDHOOD THROUGH ELEMENTARY GRADES

CASSETTES OR RECORDS

A	K-2	/EDC/	Awareness of the World Around You, Part I, Part II. Cassette learning program. Part I (EC-K) attempts to create an awareness of health, safety, social behavior, nature, community and ecology. Part II (1-2) attempts the same kind of things as Part I. Each part includes 20 audio lessons consisting of one cassette, one study print on vinyl, and one teachers guide.
A	K-3	/Troll/	Let's Imagine Going Places. Cassette program. Lets students discover the people, places, products, and services that make a town an exciting, interesting place to live. Places visited include the library, bakery, hospital, fire stations, supermarket, sanitation department, police station, post office, school and bank. 10 cassettes.
A	K-3	/Coronet/	Just Right Job Stories. Audio cassette program. Uses animal characters to illustrate occupations. Occupations explored include forester, dental hygienist, state trooper, carpenter, sales clerk, mechanic, pilot, teacher, reporter, farmer, and electronics inspector. 12 cassettes, 30 student response books and teacher's manual.
A	K-3	/SVE/	Knowing Our Community Helpers. Sound recordings (records or cassettes). Teaches youngsters about different job functions and how they help and contribute to the community.
A	1-4	/Troll/	All Aboard Let's Go. Cassette series. Explores the people in a community and finds out what makes the community tick. Places explored are a farm, dairy, airport, weather station, space center, TV station, computer center, steel mill, sky-scraper, and a museum. 10 cassettes.
A	1-4	/EBE/	Now You Know About People at Work. Cassette and book program covering the following areas, "Who Works", "Where People Work", "When People Work", "Why People Work", and "Work You Can Do". Read-along cassettes correspond with book. Reverse side of cassette provides enrichment material. 5 cassettes and 5 books.

KINDERGARTEN THROUGH ELEMENTARY GRADES

16mm SOUND FILMS AND 8mm FILM LOOPS

A	K-6	/SVE/	The Story of Milk. 4 8mm film loops (captioned) explaining the processes and workers involved in the movement of milk from cow to store.
A	1-6	/CFI/	When You Grow Up. Series of 15 films (16mm) exposing elementary students to the world of work. Film length 8-10 minutes.

KINDERGARTEN THROUGH ELEMENTARY GRADES

PRINTED MATERIALS

A	K-3	/CP/	About Series. 13 book titles dealing with the occupations of people working in the community. Some include postman, policemen, fireman, pharmacist, dentist, etc.
A	K-3	/CP/	I Want to Be Books. Series of 32 book titles covers many of the more common occupations.
A	K-4	/Western/	"Menninger Series". Read-Together books created in cooperation with the Menninger Foundation. 8 titles all dealing with self-awareness.
A	K-6	/Western/	Western Publishing Company offers more than 60 titles of books with awareness themes.
A	K-6	/SVE/	Community Helpers. Consists of 6 sets of picture-story study prints illustrating the type of work done in the picture (18" x 11"). Reverse of prints gives detailed description of type of work done in the picture.
A	K-6	/SVE/	Urban Life. Same format as above but deals primarily in an urban context.
A	1-4	/CP/	Come Work With Us. Book series has 11 titles dealing with occupations in different places such as hotels, dairies, hospitals, banks, etc.
A	1-4	/CFI/	My Career Workbook. Several weeks worth of tasks for students to expose them to the world of work. Includes coloring, connect-the-dots, career maze, career alphabet and matching object tasks. Consumable with discounts on 500 or more.
A	1-6	/McK/	Changing Signals. Multi-level kit designed to create self-awareness. Kit includes 6 awareness level sets (corresponding with grade level) with each level containing 32 copies of the 16 different 4 page issues. Storage box and teacher's guide.
A	1-6	/McK/	A Highway to Work and Play. Awareness program designed to help students develop an understanding and awareness of themselves, others, work, etc. Program consists of six levels, each containing 16 four page booklets. Each awareness level cooresponds roughly to a grade level.

A	2	/Chron/	World of Workers. 49 page workbook of games and activities designed to form a center for the introduction of occupations. Consists primarily of word games that provide clues to 36 occupations.
A	3-6	/CFI/	Children's Dictionary of Occupations. Designed to be class resource and help teach reading and dictionary skills. Occupations illustrated by function. Teacher's guide included.
A	3	/Chron/	Community Careering Gamebook. Gamebook introduces 57 occupations in 3 interrelated clusters. Also includes 25 career awareness games with pretest and posttest.
A	3-6	/CFI/	Children's Dictionary of Occupations. Over 300 jobs are listed alphbetically in this student dictionary. Creates awareness skills while also giving practice in reading and dictionary skills.
A	4	/Chron/	Curriculum Careering Gamebook. Gamebook introduces 135 occupations while reinforcing curriculum concepts in the following areas: art, music, physical education, health, science, math, social studies, and English. Uses 25 career education games as well as pretest and posttest.
A	4-6	/Learner/	Early Career Books. Series of 13 book titles dealing with careers in different fields such as printing, banking, sports, medicine, etc.
AO	4-8	/Troll/	Sports Action Skill Kits. Reading series for students who read with difficulty. 6 sports areas are covered including baseball, motor racing, basketball, football, material arts and tennis. Each area consists of 4 modules. Each module comes in its own slipcase box with 10 books with photographs, a sound filmstrip, activity cards and a read-along cassette tape for the more retarded readers.
AO	4-8	/Dillon/	Career Books for Young Readers. Group of hard cover books each on a specific occupation. Emphasis placed on future developments. Specifics that go out-of-date, such as salaries and school tuitions are not included.
A	5	/AGS/	The People Around Us. Kit includes student books with 32 chapters, teacher's edition with 33 units and 33 charts, and an easel. Designed to help students learn about their own feelings and actions through experience of young people much like themselves.

A	5-7	/Dillon/	Looking Forward To A Career. Series of 12 book titles covering such areas as advertising, agriculture, art, fashion, building trades, writing, etc.
A	5-8	/Chron/	Finding Your Orbit Exploratory Kit. Occupational awareness program using student workbooks and summary sheets. Combines books for thirty students with an in-class reference library, if service is purchased.
A	6	/AGS/	Seeing Ourselves. Kit includes student books with 32 chapters. Teachers edition with 32 units and 33 charts, and an easel. Designed to help students build self-understanding and a basic grasp of human relations.

JUNIOR HIGH THROUGH ADULT

MULTIMEDIA

O	7-12	/Bomar/	A Direction For Tomorrow. Multi-media career guidance program in 7 sets. Each set contains 6 color sound filmstrips, 60 consumable student career survey sheets, and instructor's handbook with resource information. Sound on records or cassettes. Sets are entitled "Compassion for People (deals with health occupations)", "The Nation's Builders (dealing with skilled craftsman in the construction trades)", "The Age of Electronics (dealing with electronic manufacturing)", "Man Has Wings (dealing with jobs in civil aviation)", "Cabbage to Kings and Various Things (dealing with the retailing industry)", "The Money Tree (dealing with banking and finance)", "Jobs for the Now Generation (dealing with temporary work that may lead to permanent employment)". Each set contains one overview and 5 specific occupations within the broad occupational area.
O	7-12	/King/	King Features People at Work. This multimedia program consists of 6 units each examining the workings of a particular industry or occupation. Each unit has in it a sound filmstrip with sound on records or cassettes, 10 student study books, a teacher's guide, and a case which holds the unit's materials. The units explore the following areas: how a comic book is made, how the filmstrip is made, how the newspaper is made, the function of the bakery, how toys and dolls are made, and how bubble gum is produced.
EO	7-Adult	/EAC/	Creating Your Future. This program is a career based program for underachieving adolescents and adults. Program is divided into 6 modules with each module consisting of 4-7 lessons. Module titles are: "Developing Awareness for Career Committment" "Learning Habits to Build Your Career" "Developing a Life-Style for Career Success" "Developing Leadership Skills for Career Opportunities" "Planning Your Future" "Education For Your Future" Materials in program include cassettes, teacher's guide, pamphlets and poster.

0	7-Adult	/SVE/	Job Survival Skills Program. 15 units on finding a job and keeping it. 13 units present job-related concepts with 42 written and oral exercises. Program content provides for 20 participants, manual, group leaders instructions, 20 workbooks, simulation materials and 13 sound filmstrips.

JUNIOR HIGH THROUGH HIGH SCHOOL

FILMSTRIPS

OE	7-12	/Coronet/	Selecting a Vocation. 35mm sound filmstrip series examining the following occupational groups: clerical, service, sales, business, and professional-technical. Series looks at both semi-skilled and skilled jobs. 8 filmstrips with sound on records or cassettes.
OE	7-12	/Coronet/	Jobs in Data Processing. 35 mm sound filmstrip series examines jobs as control clerk, keypunch operator, computer operator, programmer, customer engineer and sales representative. 6 filmstrips with sound on records or cassettes.
OE	7-12	/Coronet/	Business Organization. 35mm sound filmstrip series covering types of ownership, management, production, marketing, accounting and services. 6 filmstrips with sound on records or cassettes.
E	7-12	/SVE/	Exploring Careers - Group 1. Set of 6 sound filmstrips dealing with career choice. The set examines 3 occupations in communication and 3 in transportation. Each job is shown in light of the job skills, education and experience required, financial and psychological rewards, etc., with teacher guides. Sound on records or cassettes.
E	7-12	/SVE/	Exploring Careers - Group 2. Like above except 3 occupations in public service and 3 in health occupations.
E	7-12	/SVE/	Exploring Careers - Group 3. Like above except 3 careers in environmental control and 3 in marine science.
E	7-12	/SVE/	Exploring Careers - Group 4. Like above except 6 careers in consumerism and homemaking.
E	7-12	/SVE/	Exploring Careers - Group 5. Like above. 3 careers in manufacturing and 3 in construction.
E	7-12	/SVE/	Exploring Careers - Group 6. Like above. 6 careers in hospitality and recreation.
E	7-12	/SVE/	Exploring Careers - Group 7. Like above. 3 careers in marketing/distribution and 3 in business/office.

E	7-12	/SVE/	Exploring Careers - Group 8. Like above. 3 in agribusiness and 3 in natural resources.
E	7-12	/SVE/	Exploring Careers - Group 9. Like above. 3 in personal services and 3 in fine arts/humanities.
E	7-12	/GA/	Trouble at Work. Sound filmstrips explore typical on-the-job conflicts and tension between: the apprentice mechanic impatient with menial chores and the master mechanic, the hospital worker with family problems and the supervisor who can't tolerate excessive absences, the mistake prone salesgirl and the supervisor whose manner discourages her from asking questions, the gas station attendent who is content with low pay and easy work and his ambitious pal looking for a better life. Sound on records or cassettes.
E	7-12	/GA/	Liking Your Job and Life. 4 sound filmstrips explore what it is that makes some people like their occupations and their life. People interviewed are a black construction worker, a female worker who enjoys intricate work, a Spanish-American community worker and a self-employed TV-radio repairman. Sound on records or cassettes.

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CASSETTES OR RECORDS

OE	7-12	/EDC/	A Man's Work. Cassette learning program dealing with 5 job groups each with 10 specific occupations. Format involves real interviews with people working in the occupations. Content includes apprenticeship, education, advancement possibilities, related skills and future.
OE	7-12	/EDI/	On the Job. Cassette learning program designed to instruct students on how to function in work environment while giving tips on developing interpersonal skills. 14 lesson tapes, 6 discussion tapes, 24 student record booklets, and instructor's guide and storage box.
EO	7-12	/EDI/	Getting a Job. Cassette learning program covering such areas as contacting job interviewers, filling out application forms, selling yourself and the positive approach. 9 lesson tapes, 3 discussion tapes, 24 student booklets, instructor's guide and storage box.
OE	7-12	/EDI/	Cross Vocational Skills and Information. Cassette learning program emphasizes and illustrates the general behaviors necessary and helpful in the world of work. Stresses how businesses operate, their vocabulary and customs. 12 lesson tapes, 3 discussion tapes, 12 transparencies, 24 student record books and instructor's guide.
OE	7-12	/Johnson/	Preparing for an Office Job. Examines the advantages and disadvantages of office jobs, and makes suggestions for making wise career choices. Tapes or cassettes.
EO	7-12	/Johnson/	Exploring the World of Work. Recordings aide the students understanding and planning for careers. Tapes or cassettes.
OE	7-12	/Johnson/	Planning Beyond High School. Recordings are designed to alert the student to opportunities for personal and vocational development through both formal and informal education experiences. Materials presented by school counselor, assisted by two students. Tapes or cassettes.

OE	7-12	/SVE/	After High School-Then What. Three cassette series each with three cassettes. "Planning Beyond High School," Preparing for an Office Job," and "Exploring the World of Work."
E	7-12	/Coronet/	The Job Hunt. Audio cassette program covering the steps involved in getting and holding a jobs. Subjects include getting job leads, building resumes, preparing for interviews, etc., 10 cassettes, 30 student response books and teacher's manual.

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16mm SOUNDS FILMS, 8mm FILM LOOPS AND 35mm SLIDES

O	7-12	/Coronet/	Secretary Series. Coronet offers 3 16mm films which show the secretary's typical responsibilities, the necessity of having proper materials, and the need for speed and efficiency. Titles are "A Normal Day," "Taking Dictation," "Transcribing," Length, 11 min.
O	7-12	/Coronet/	People Who Work Series. Coronet offers 3 ten minute color films (16mm) giving behind-the-scenes looks at the world of work. Examined are "People Who Work in Factories," "People Who Work in Stores," and "People Who Work in Offices."
EO	9-12	/Coronet/	Basic Job Skills Series. Coronet offers 5 color 16mm films dealing with the basics of getting and holding a job. Subjects covered include "Working with Money," "Handling Responsibility," "Handling Criticism," "Lining Up Your Interview," and "Changing Jobs." Length of these films was not yet announced at the time of this writing.
OE	9-12	/Coronet/	My First Job Series. Coronet offers 6 color 16mm films dealing with entry level (first job) employment in as stock clerk, cashier, drugstore clerk, department store clerk, service station attendant, and food service worker. Length of these films was not yet announced at the time of this writing.
OE	9-12	/Coronet/	Office Practice Series. Coronet offers 3 16mm color films dealing with the social skills required for success in office jobs. The subjects include "Your Attitude," Manners and Customs," and "Working with Others." Length 10-13 minutes.
OE	9-12	/EBE/	Careers in the Office. Encyclopedia Britannica offers 5 different 16mm films oriented towards education students seeking employment in office occupations. They include "Choosing a Job," "Applying for a Job," "Working Together," "Getting a Promotion," and "Communicating with the Public." Length, 12-14 minutes.
EO	9-12	/Coronet/	Your Job Series. Coronet offers 6 color 16mm films consisting of interviews with people at their work adding realism to this skills-oriented series on how to find and keep a job. Titles include "Finding the Right One," "Applying for It," Fitting In," "You and Your Boss," "Good Work Habits," and "Getting Ahead." Length 12-15 minutes.

E	9-12	/CFI/	Library of Career Counseling Films. 40 different 16mm films available in the series acquainting students with specific occupations. Film length 14-16 minutes each. Teachers guides available at no cost. Also available in 10 sets of sound filmstrips.
O	7-12	/Walch/	Dailey Office Procedures. Slide presentation of 20 slides depicting a daily work day in a business office. Activities shown are typing, transcribing, dictation, filing, answering service and interviewing.
O	8-12	/EBE/	Job Opportunities Series. EBE offers a series of 50 super 8mm silent film loops. The series covers 14 different occupational areas. Films are supplemented with teacher's guides.

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PRINTED MATERIALS

O	7-12	/GA/	On the Job: Four Trainees. 4 sound filmstrips build strong personal portraits to inspire identification with various trainees. Areas covered include (1) Poor school performance and lack of diploma need not preclude successful career development, (2) On the job training is very different from textbook learning, (3) Discovery of a youngsters job aptitudes is a major step toward career achievement, (4) "Upgrading" training programs exist in a variety of employment fields throughout the U. S. Sound on records or cassettes.
OE	7-12	/Careers/	Careers Inc. offers a variety of career kits covering various levels and occupational areas. The kits are designed for use by counselors, students, librarians and subject teachers. Most kits have an "update service" wherby entries are revised periodically. Job kits include: Desk-Top Career Kit. This kit lists over 1000 career items in a metal file with tabs based on D.O.T. classifications. Career Exploratory Kit. Like above but with 450 job titles, 40 new or revised briefs, 70 summaries, and a 1 year "update" subscription. Semi-skilled-Career Kit. Like above but contains 150 career briefs, summaries, and job guides on semi-skilled and unskilled jobs. The kit is designed for students who are potential high school dropouts or for those who plan no additional formal training beyond hing school. Collated with one year free "update" service. Literature claims wide use in rehabilitation, vocational education and special education. Industrial (skilled and technical) Career Kits. Designed for use in high schools and vocational education. 150 industrial semi-skilled, skilled and technical career briefs and summaries with cross references, a titude and industrial career posters, and 18 job cards. Includes one year "update" service. Business Careers Kit. Like above kits but examines 120 business careers. Includes one year "update" service.

			Science Careers Kit. Like above kits but examines 120 careers in the area of science.
			Health Careers Kit. Like above kits - it examines over 120 skilled, technical, professional, and semi-professional careers in the health area. Includes 1 year "update" service.
			Professional Careers Kit. Like above kits in design, but is oriented toward college bound students. Kit contains 550 career items. Includes 1 year "update" service.
A	7-12	/King/	King Features Career Awareness Program. Comic book presentation of the 15 career clusters with Popeye the Sailor as host. Programs includes 75 full-color, 32 page titles (5 copies of 15 different titles). Includes student involvement charts, career awareness bingo game, teacher's guide and dispay rack.
C	7-12	/Careers/	Student Attitude Builders. Careers Inc. offers two sets of posters designed to give an attitude building message to students. Set 1 contains 40 posters, set 2 has 20. A permanent metal display frame and acetate overlay is included with each set. An example of a poster-message is, "Minds are like parachutes- they won't function unless open."
OE	7-12	/EDI/	Exploring Career Careers. A 52 page spirit master book containing detailed instructions for 16 career related student activities. Accompanying manual contains lists of materials, teaching objectives, methods, etc.
O	7-12	/CiI/	Career World. Monthly consumable periodical examines specific careers in different areas. Each issue includes teacher's edition with lesson capsules, objectives, and follow-up suggestions.
OE	7-12	/Messner/	Julian Messner, a Division of Simon Schuster offers more than 30 different titles of books in its "Books for Career Planning" series. Some titles include: "Your Career in Foreign Service,""Civil Service," "Film Making, and "Horticultural Sciences".etc.
OE	7-12	/Johnson/	Occupational Essentials. Designed for disadvantaged persons, unemployed, dropouts. Topics covered include self-analysis, job hunting, keeping a job, and self-evaluation. Textbooks and Instructor's guide with lesson plan.

OE	7-12	/SRA/	Handbook of Job Facts. Facts in chart form about duties, education, training, and qualifications, advancement, earnings, and outlook for 300 key occupations.
OE	7-12	/ARCO/	ARCO Publishing Company offers a definitive series of books to provide professional career guidance. All books in the series have been recommended by the respective trade or professional association. There are more than 42 titles in the series. Some are entitled "Your Future in Accounting, "Banking," "Insurance," "Interior Design," "Nuclear Energy," "Real Estate" "Welding," etc.
OE	7-Adult	/SRA/	Job Family Series Booklets. A wide range of descriptions of jobs at all educational levels grouped by common factors. 40 pages each.
OE	8-12	/SRA/	Job Experience Kits. Work-simulation experiences in 20 representative occupations. Students solve problems typical of each occupation. Tools included where feasible and appropriate.
E	9-12	/Chron/	Occupational View -Deck. Key sort type design allows students to select occupations compatible with their interests, temperaments and educational plans. Based on characteristics described in the D. O. T., the unit lists training programs, physical demands, and working conditions for more than 600 occupations.
E	9-12	/Chron/	College View Decks: 2 year or 4 year, Like above in design, but explores postsecondary educational opportunities. Student input includes preferences on geographic area, major field of study, type of program, cost, enrollment, accreditation and student body.
E	9-12	/Chron/	Occupational Microfile. Collection of occupational information on microfilm cards (fiche) containing 2800 pages of 575 briefs and reprints. Microfile is revised annually. Arranged in a 4 x 6 metal box or Magne-Dex. File is convenient for offices with limited space. Accessory reading equipment necessary.
E	9-12	/Chron/	Occupational Library. A continually revised collection of over 650 pieces of career information with retrieval system. Designed as a complete career resource with an easy organized system. Housed in its own portable, two drawer cabinet. Also available without cabinet for those electing to use own filing equipment. Eight monthly mailings of revised briefs.

E	9-12	/SRA/	What Do I Do After High School?" Booklet designed to help students not interested in college look at their abilities, interests, and achievements in relation to the world of work and their entry into it. Also information on ways to enhance employment opportunities. 75 pages.
OE	9-12	/SRA/	Guidance Series Booklets. 44 booklets on topics such as education, career planning and personal-social guidance. Illustrated, 48-56 pages each .
OE	9-12	/SRA/	Occupational Exploration Kit (OEK). Coding device helps students explore a wide variety of occupations. 400 illustrated four page briefs with job descriptions. Seventeen 48 page job family booklets related to jobs by interest and skill. Plus 8 Guidance Series Booklets covering such topics as how personality and interests relate to career choice, part-time jobs, and job hunting.
OE	9-12	/SRA/	Occupational Exploration Briefs. 400 four-page illustrated summaries of major U. S. jobs covering job history, duties, working conditions, qualifications, training necessary earnings, advancement, job locations and outlook, plus list of additional sources of information.
OA	9-Adult	/SRA/	Career Information Kit. Library of occupational materials with 600 pieces of literature filed alphabetically by job families. Includes information on career planning, personality and employment.
OE	10-12	/ARCO/	Arco Publishing Company offers more than 20 different reference books on preparation for specific occupational and academic entrance tests. Some of areas include taking the ACT, SAT, High School Equivalency Tests, and various Civil Service Tests. Also offered is a book on taking the CLEP tests.
E	10-12	/WBE/	A Career Planning Guide. This guide is designed so that both the parent and child can work together on career problems. The heart of the guide seems to be the fifth chapter entitled "How to See Your Boy or Girl as Others Do." It provides the parent with the means of summing up the estimate made of the child earlier in the guide. Consumable.

CODES OF MANUFACTURERS

AGS	American Guidance Service, Inc. Publisher's Building Circle Pines, Minn. 55014
ARCO	Arco Publishing Company 219 Park Avenue, South New York, New York 10003
BFA	BFA Education Media 2211 Michigan Avenue Santa Monica, California 90404
Bomar	Bomar P. O. Box 3623 Glendale, California 91201
Careers	Careers, Inc. P. O. Box 135 Largo, Florida 33540
CP	Children's Press 1224 W. Van Buren Chicago, Illinois 60607
Chron	Chronicle Guidance Publications Moravia New York 13118
CFI	Counselor Films, Inc. Career Futures, Inc. 2100 Locust Street Philadelphia, Pennsylvania 19103
Coronet	Coronet Instructional Media 65 East South Water Street Chicago, Illinois 60601
Dillon	Dillon Press 106 Washington Avenue, North Minneapolis, Minnesota 55401
Den-Gep	Denoyer-Geppert Audio Visuals Distributed by Inquiry Audio-Visuals 1754 Farragut Avenue Chicago, Illinois 60640

EAC	Education Achievement Corp. P. O. Box 7310 Waco, Texas 76710
EBE	Encyclopedia Britannica Educational Corp. Chicago Illinois 60611
EDC	Educational Development Corp. Lakeland Florida 33803
EYE	Eye Gate House Div. of Cenco Inc. 146-01 Archer Avenue Jamaica, New York 11435
GA	Guidance Associates 737 Third Avenue New York, New York 10017
Hoffman	Hoffman Occupational Learning Systems 4423 Arden Drive El Monte, California 91734
HM	Houghton Mifflin 110 Tremont Street Boston, Massachusetts 02107
Johnson	H. C. Johnson Press, Inc. 2801 Eastrock Drive P. O. Box 5566 Rockford, Illinois 61125
King	King Features Education Division Dept. 1192 235 East 45th Street New York, New York 10017
Learner	Learner Publishing Company 241 First Avenue Minneapolis, Minnesota 55401
McK	McKnight Publishing Company Bloomington Illinois 61701

MMI	Media Materials, Inc. 409 West Cold Spring Lane Dept. MC-1 Baltimore, Maryland 21210
Messner	Julian Messner Div. of Simon & Schuster, Inc. 1 West 39th Street New York, New York 10018
Path	Pathescope Educational Films, Inc. 71 Weyman Avenue New York, New York 10802
Scott	Scott Education Division Holyoke Massachusetts 01040
SRA	Science Research Associates, Inc. 249 East Erie Street Chicago, Illinois 60611
SVE	Society for Visual Education, Inc. Singer Education Division 1345 Diversey Parkway Chicago, Illinois 60614
Troll	Troll Associates Distributed by: Educational Reading Services, Inc. 320 Rt. 17 Mahwah, New Jersey 07430
Western	Western Publishing Company, Inc. Education Division 150 Parish Drive Wayne, New Jersey 07470
WBE	World Book Encyclopedia Field Enterprises Educational Corp. Merchandise Mart Plaza Chicago, Illinois 60654